SAN SEN:
NOMADS OF HOME

San Sen (三森) reminisces over natural beauty of Vancouver, B.C and borrows inspiration from the forest and mountains. This collection focuses on discovering culturally embedded relationships between the self and the enviroment. The feeling of home is re-interpret the feeling of home by bridging the rich biodiversity of my hometown and its luxury to create products for your next travel and adventures.

WHO ARE THEY?

- millenials
- digital bound
  - active on social media
- hybrid work environment
- located in areas with rainy climate and boreal forests

WHAT'S IMPORTANT TO THEM?

- nature
- re-inventing routine
- form and function
- exploration
- seeking creativity

WANTS

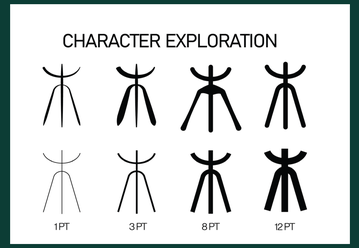
- explore nature
- routines that involve being outisde
- environment as creative source
- refined luxury experience

NEEDS

- products that engage in a dynamic way
  - functional
  - exploratory
- curatorial pieces

CARES

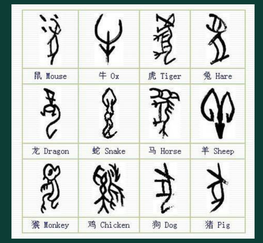
- bettering physical and mental health
- exploring identity + sense of self
- premium products that will last



Form Imitation (象形)

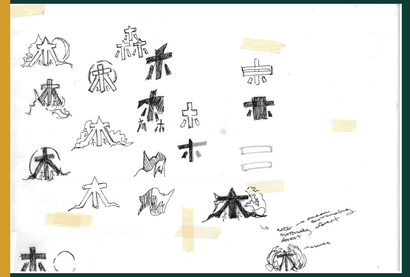
Oracle Bone (甲骨文)	Seal Script (篆書)	Clerical Script (隸書)	Semi-Cursive Script (行書)	Cursive Script (草書)	Regular Script (楷書)	Meaning
		日	日	日	日	Sun
		月	月	月	月	Moon
		山	山	山	山	Mountain
		雨	雨	雨	雨	Rain
		木	木	木	木	Wood
		目	目	目	目	Eye
		羊	羊	羊	羊	Goat
		馬	馬	馬	馬	Horse
		鳥	鳥	鳥	鳥	Bird
		龜	龜	龜	龜	Tortoise

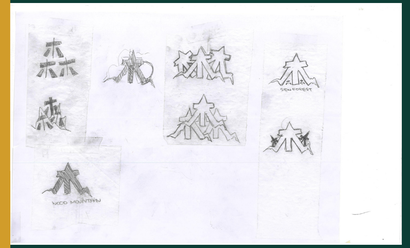
Source: https://zh.wikipedia.org/wiki/六書



BRANDING

San Sen's branding is inspired by the Chinese characters forest and mountain. With strokes from ancient Chinese writing and painting, the logo is imagined as a travelling through the mountains and the trees.





森
ヒラギノ角ゴ Std W8

森
报隶-简 常规体

森
Arial Unicode MS

森
魏碑-简 粗体

森
手札體-繁

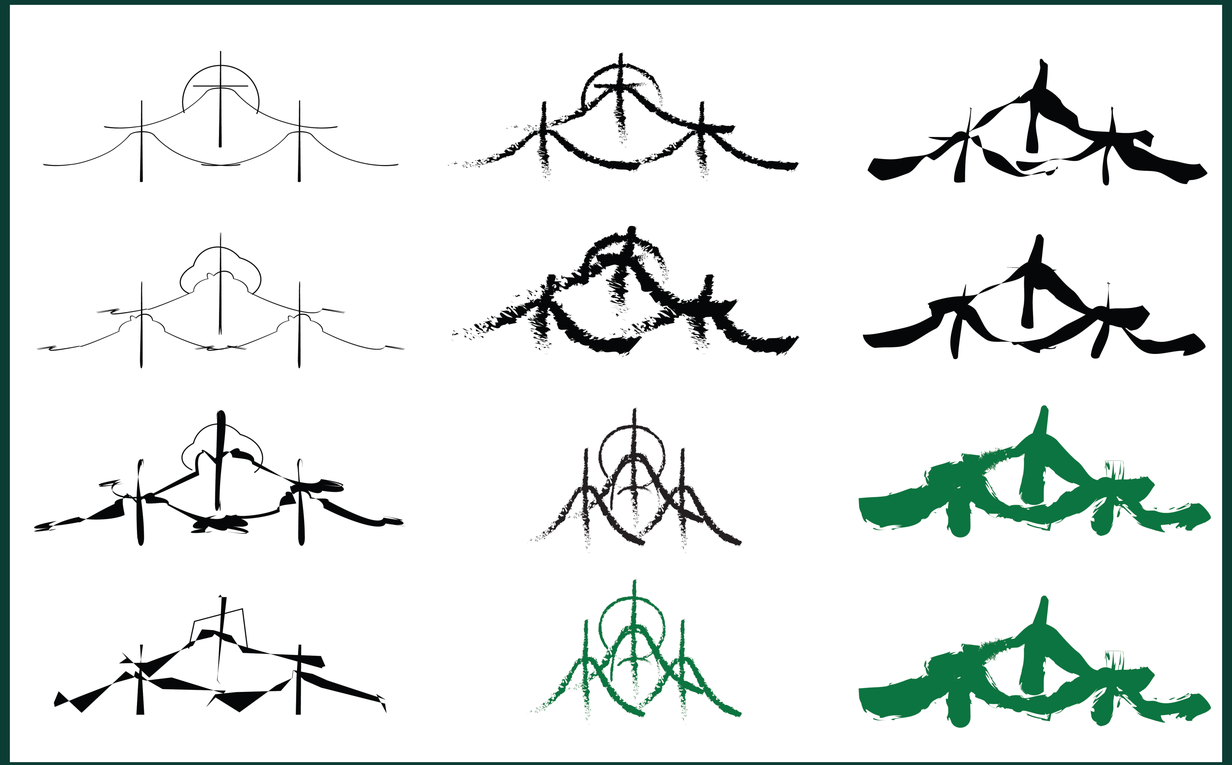
森
手札體-繁

森
行楷-繁

森
行楷-繁

#005128	#D19B28	#231F20	#FFFFFF
C: 90.59 R: 0	C: 16.08 R: 209	C: 0 R: 35	C: 0 R: 255
M: 36.86 G: 81	M: 38 G: 155	M: 0 G: 31	M: 0 G: 255
Y: 100 B: 40	Y: 100 B: 40	Y: 0 B: 32	Y: 0 B: 255
K: 45	K: 2.75	K: 100	K: 0

LOGO DEVELOPMENT

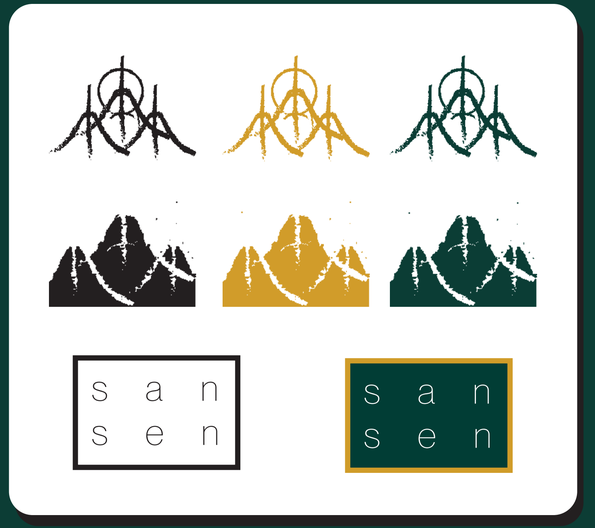


WORDMARK

san
sen

PRIMARY

SECONDARY



FOR MORE
INQUIRIES
914.310.7542
@leo_lion
lhsiung365@gmail.com
BASED IN
VANCOUVER
B.C

san
sen

FOR YOUR
NEXT
ADVENTURE
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lhsiung365@gmail.com
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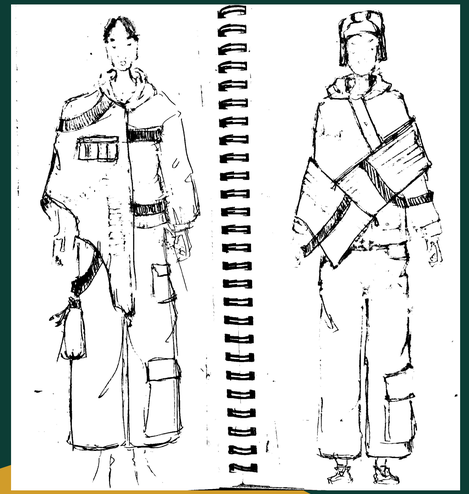
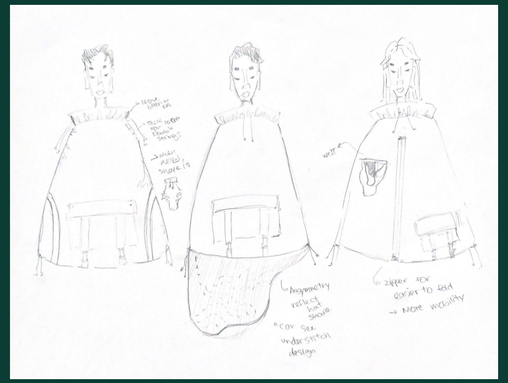
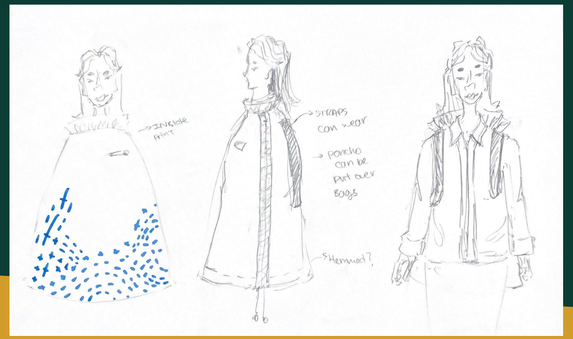
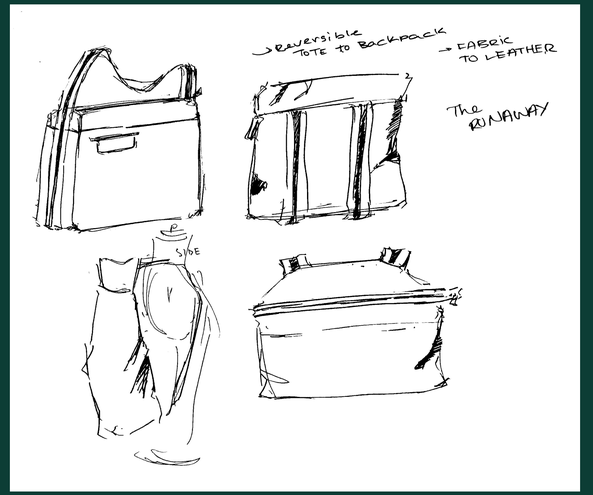
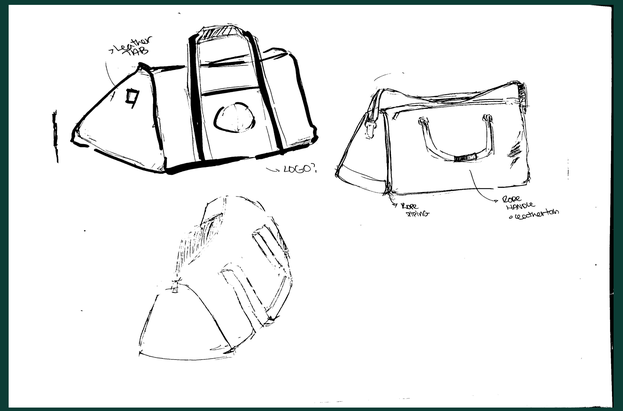
THE
EXPLORER'S
GUIDE

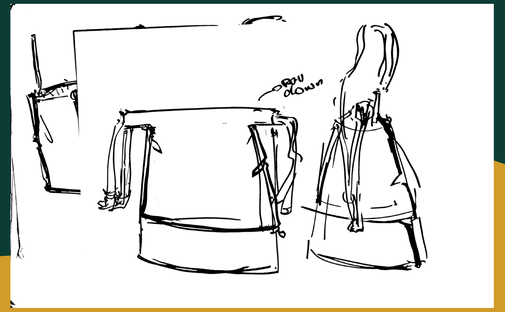


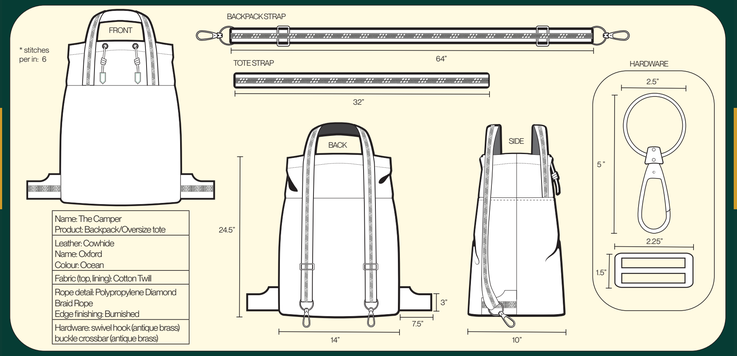

Asymmetry reflect hot shape
Can see understitch design
zipper for easier to fold
→ More mobility


→ Inside print
→ Straps can wear
→ Poncho can be put over bags
Shemmed?

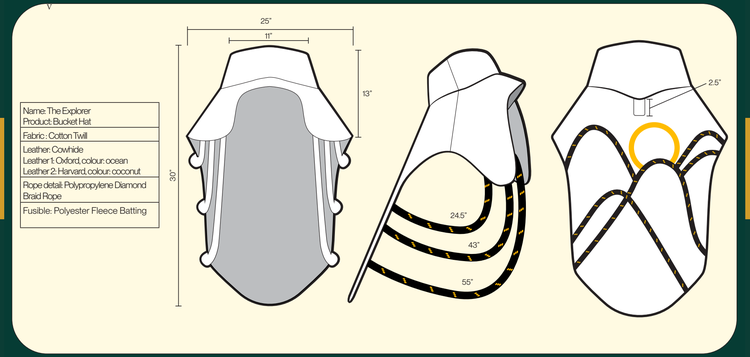

→ Reversible TOTE to Backpack
→ FABRIC TO LEATHER
The RUNAWAY
SIDE


→ Leather TAB
→ LOGO?
Rope zipping
Rope handle
→ Leatherton

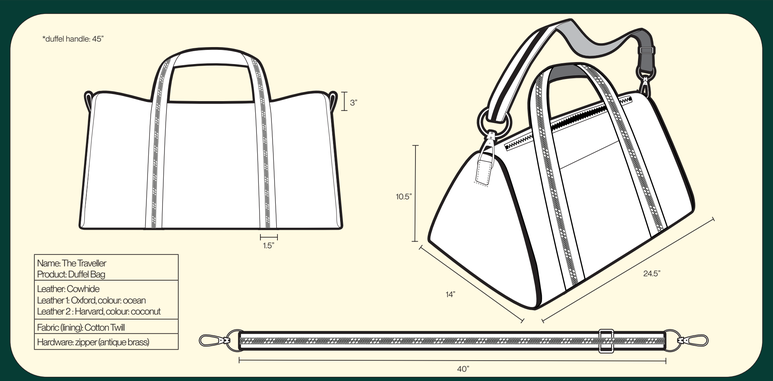

Roll down



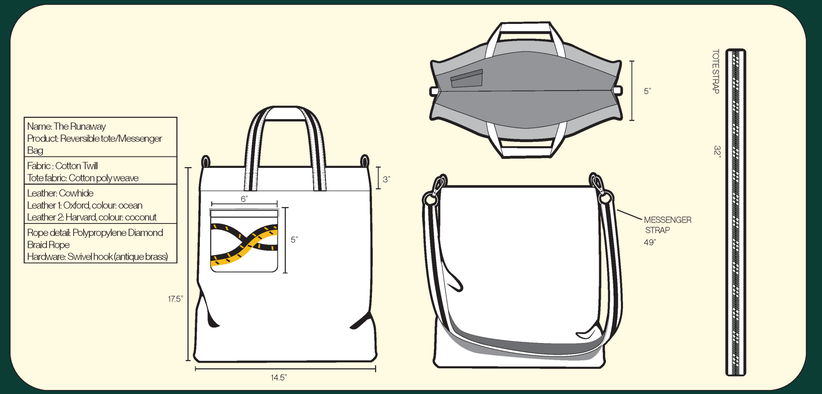
Name: The Camper Product: Backpack/Oversize tote
Leather: Cowhide Name: Oxford Colour: Ocean
Fabric (top, lining): Cotton Twill
Rope detail: Polypropylene Diamond Braid Rope Edge finishing: Burnished
Hardware: swivel hook (antique brass) buckle crossbar (antique brass)



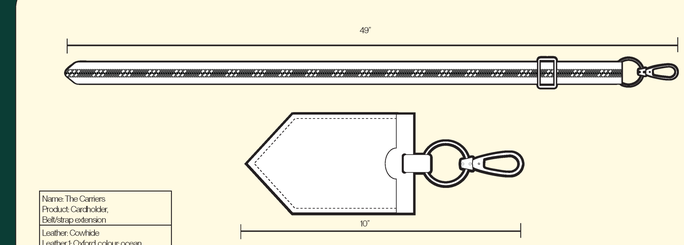
Name: The Explorer Product: Bucket Hat
Fabric: : Cotton Twill
Leather: Cowhide Leather 1: Oxford, colour: ocean Leather 2: Harvard, colour: coconut
Rope detail: Polypropylene Diamond Braid Rope
Fusible: Polyester Fleece Batting



Name: The Traveller Product: Duffel Bag
Leather: Cowhide Leather 1: Oxford, colour: ocean Leather 2 : Harvard, colour: coconut
Fabric (lining): Cotton Twill
Hardware: zipper (antique brass)



Name: The Runaway Product: Reversible tote/Messenger Bag
Fabric: : Cotton Twill Tote fabric: Cotton poly weave
Leather: Cowhide Leather 1: Oxford, colour: ocean Leather 2: Harvard, colour: coconut
Rope detail: Polypropylene Diamond Braid Rope Hardware: Swivel hook (antique brass)



Name: The Carriers Product: Cardholder, Belt/strap extension
Leather: Cowhide Leather 1: Oxford, colour: ocean Leather 2: Harvard, colour: coconut
Rope detail: Polypropylene Diamond Braid Rope Hardware: Swivel hook (antique brass)

Models: Sherleen Montan, Aaron Cho